IN THE CLAIMS

Please amend the claims as follows:

1-17.   (Cancelled)

18.   (Previously Presented) A method comprising:

accessing a video signal, the video signal comprising a plurality of frames; and

producing a modulated video signal by raising luminance of a first frame and lowering luminance of a second frame of the plurality of frames in a substantially invisible way, wherein the raising of the luminance of the first frame increases total luminance of the first frame and the lowering of the luminance of the second frame decreases the total luminance of the second frame.

19.   (Currently Amended) The method of claim ~~18~~ 50, wherein ~~producing a modulated video signal comprises:~~ the particular signal presence of the plurality of signal presences being is designated to

~~producing a modulated video signal by raising~~ raise luminance of a first plurality of pixels of a first consecutive frame ~~of the plurality of frames~~ and ~~lowering~~ lower luminance of a second plurality of pixels of a second consecutive frame ~~of the plurality of frames~~ in a substantially invisible way.

20.   (Previously Presented) The method of claim 19, wherein the first plurality of pixels includes a same selection of pixels as the second plurality of pixels.

21.   (Currently Amended) The method of claim 19, wherein at least some of the first plurality of pixels are located in the first consecutive frame at a same location of at least some of the second plurality of pixels in the second consecutive frame.

22.   (Currently Amended) The method of claim 19, wherein the first plurality of pixels includes an entire portion of pixels of the first <u>consecutive</u> frame and the second plurality of pixels includes the entire portion of pixels of the second <u>consecutive</u> frame.

23.   (Currently Amended) The method of claim ~~19~~ <u>18</u>, wherein <u>the</u> producing ~~a~~ <u>of the</u> modulated video signal comprises:

        producing ~~a~~ <u>the</u> modulated video signal by raising luminance of ~~a~~ <u>the</u> first frame and lowering luminance of ~~a~~ <u>the</u> second frame of the plurality of frames in ~~a~~ <u>the</u> substantially invisible way, the first frame and the second frame being consecutive frames of the plurality of frames.

24.   (Currently Amended) The method of claim 18, wherein <u>the</u> producing ~~a~~ <u>of the</u> modulated video signal comprises:

        producing ~~a~~ <u>the</u> modulated video signal by raising luminance of ~~a~~ <u>the</u> first frame by a first amplitude level of at least two amplitude levels and lowering luminance of ~~a~~ ~~a~~ <u>the</u> second frame of the plurality of frames by a second amplitude level of the at least two amplitude levels in ~~a~~ <u>the</u> substantially invisible way.

25.   (Currently Amended) The method of claim 18, wherein <u>the</u> accessing ~~a~~ <u>of the</u> video signal comprises:

        receiving an analog video signal generated at a signal source; and

        digitizing the analog video signal.

26.   (Currently Amended) The method of claim 18, wherein <u>the</u> accessing ~~a~~ <u>of the</u> video signal comprises:

        receiving a digital video signal generated at a signal source.

27.   (Currently Amended) The method of claim 18, wherein <u>the</u> accessing ~~a~~ <u>of the</u> video signal further comprises:

        accessing a vertical sync signal; and

determining a timing of the plurality of frames from the vertical sync signal, the timing usable for a determination of where in the video signal to begin modulation.

28.   (Currently Amended) The method of claim 18, wherein ~~the~~ accessing a of the video signal further comprises:

accessing encoding instructions for the video signal.

29.   (Currently Amended) The method of claim 18, wherein ~~the~~ producing a of the modulated video signal ~~by raising luminance of a first frame and lowering luminance of a second frame of the plurality of frames~~ comprises:

producing a the modulated video signal by raising luminance of ~~a~~ the first frame of the plurality of frames by increasing a first signal by 50-70 mV and lowering luminance of ~~a~~ the second frame of the plurality of frames by increasing a second signal by 50-70 mV.

30.   (Currently Amended) The method of claim ~~18~~ 50, wherein the second consecutive frame is located prior to the first consecutive frame in the video signal.

31.   (Currently Amended) The method of claim ~~18~~ 50, wherein the second consecutive frame is located after the first consecutive frame in the video signal.

32.   (Currently Amended) The method of claim ~~18~~ 50, wherein the video signal includes a digital video signal.

33.   (Previously Presented) A method comprising:

accessing a digital video signal, the digital video signal comprising a plurality of frames; and

altering intensity of at least two frames of the plurality of frames to encode the digital video signal, wherein the intensity of the at least two frames are each altered by a different intensity amount so that each of the at least two frames has a different total intensity than the other frame.

34.   (Previously Presented) The method of claim 33, wherein encoding the digital video signal by altering intensity of at least two frames of the plurality of frames comprises:

encoding a digital video signal by raising intensity of a first plurality of pixels of a first frame of the plurality of frames and lowering intensity of a second plurality of pixels of a second frame of the plurality of frames in a substantially invisible way.

35.   (Previously Presented) A method comprising:

accessing a digital video signal, the digital video signal comprising a plurality of frames; and

encoding a signal presence in the digital video signal by increasing luminance of a first frame of the plurality of frames and decreasing luminance of a second frame of the plurality of frames in a substantially invisible way, the first fame and the second frame being consecutive frames of the plurality of frames, wherein the increasing of the luminance of the first frame increases total luminance of the first frame and the decreasing of the luminance of the second frame decreases the total luminance of the second frame.

36.   (Previously Presented) The method of claim 35, further comprising:

encoding a signal absence in the digital video signal by decreasing luminance of a third frame of the plurality of frames and increasing luminance of a fourth frame of the plurality of frames in a substantially invisible way, the third fame and the fourth frame being consecutive frames of the plurality of frames.

37-49. (Cancelled)

50.   (New) A method comprising:

accessing a plurality of data bits, wherein some of the plurality of data bits are of a first data bit type and a remaining number of the plurality of data bits are of a second data bit type;

designating a plurality of signal presences in a video signal, a particular signal presence of the plurality of signal presences being designated to raise luminance of a first consecutive

frame and lower luminance of a second consecutive frame of a plurality of frames of the video signal in a substantially invisible way;

designating a plurality of signal absences in the video signal, a particular signal absence of the plurality of signal absences is designated by passing through two consecutive unaltered frames of the video signal; and

modulating the video signal based on the designating of the plurality of signal presences and the signal absences to produce a modulated video signal, the modulated video signal including the video signal modulated with the plurality of data bits,

wherein raising of the luminance of the first consecutive frame increases total luminance of the first consecutive frame and lowering of the luminance of the second consecutive frame decreases the total luminance of the second consecutive frame.

51.   (New) The method of claim 50, wherein the accessing of the plurality of data bits comprises:

accessing a data string; and

converting the data string into the plurality of data bits.

52.   (New) A system comprising:

an encoder to

access a plurality of data bits, wherein some of the plurality of data bits are of a first data bit type and a remaining number of the plurality of data bits are of a second data bit type,

designate a plurality of signal presences in a video signal, a particular signal presence of the plurality of signal presences being designated to raise luminance of a first consecutive frame and lower luminance of a second consecutive frame of a plurality of frames of the video signal in a substantially invisible way;

designate a plurality of signal absences in the video signal, a particular signal absence of the plurality of signal absences is designated by passing through two consecutive unaltered frames of the video signal; and

modulate the video signal based on the designating of the plurality of signal presences and the signal absences to produce a modulated video signal, the modulated video signal including the video signal modulated with the plurality of data bits,

wherein raising of the luminance of the first consecutive frame increases total luminance of the first consecutive frame and lowering of the luminance of the second consecutive frame decreases the total luminance of the second consecutive frame.

53.   (New) The system of claim 52, further comprising:

a signal source to provide the video signal to the encoder; and

a broadcast source to receive the modulated video signal from the encoder and transmit the modulated video signal.